



WFLX

ORDER

Print Date 09/18/12 Page 1 of 3

Flight Dates 09/20/12-09/24/12

Contract / Revision **821831 /**
Original Date / Revision
 09/18/12 09/18/12
Advertiser **House Majority PAC**

Agency **Waterfront Strategies**
Buying Contact

1010 Wisconsin Avenue
Washington, DC 20007

Product
HOUSE MAJORITY PAC

Agency Com 15%
Billing Contact

1010 Wisconsin Avenue
Washington, DC 20007

Sales Office H-DC
Sales Region National
Agency Ref

Order Sep 00:30:00
Estimate # **1804**
Alt Order # **06320076**
Billing Type Cash
Order Type Political
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes Agency Political Pol-Issue
Product Codes PL20
Priority P 2
Advertiser Ref

Primary Account Executive
 Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	29	\$10,076.75	\$11,855.00	0.00	08/27/12	09/24/12	29	\$10,076.75	\$11,855.00
Totals	29	\$10,076.75	\$11,855.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WFLX	09/20/12	09/21/12	MAURY 10A MAURY POVICH	Comm	10-11A	---TF--	:30	2	\$145.00	P 2	0.00 NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		2		\$145.00		0.00				
E 2	WFLX	09/20/12	09/21/12	HOW I MET YOUR MOT HOW I MET YOUR MOT	Comm	11-1130P	---TF--	:30	2	\$175.00	P 2	0.00 NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---TF--		2		\$175.00		0.00				
E 3	WFLX	09/20/12	09/21/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	---TF--	:30	2	\$85.00	P 2	0.00 NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Flight Dates 09/20/12-09/24/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:30:00

Advertiser House Majority PAC

Product HOUSE MAJORITY PAC

Estimate # 1804

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	09/20/12	09/21/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	---TF--	:30	2	\$85.00	P 2	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$85.00			0.00			
E 4	WFLX	09/20/12	09/23/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	---TF--	:30	2	\$145.00	P 1	0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$145.00			0.00			
E 5	WFLX	09/20/12	09/21/12	RAYMOND RAYMOND	Comm	6-630P	---TF--	:30	2	\$115.00	P 2	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$115.00			0.00			
E 6	WFLX	09/20/12	09/21/12	SEINFELD SEINFELD	Comm	630-7A	---TF--	:30	2	\$60.00	P 2	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$60.00			0.00			
E 7	WFLX	09/20/12	09/23/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	---TF--	:30	2	\$175.00	P 1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$175.00			0.00			
E 8	WFLX	09/20/12	09/23/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	---TF--	:30	2	\$785.00	P 1	0.00	NM	2	\$1,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$785.00			0.00			
E 9	WFLX	09/20/12	09/23/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	---TF--	:30	2	\$175.00	P 1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$175.00			0.00			
E 10	WFLX	09/20/12	09/21/12	MAURY 9A MAURY POVICH	Comm	9-10A	---TF--	:30	2	\$145.00	P 2	0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2			\$145.00			0.00			
E 11	WFLX	09/20/12	09/23/12	Fri Hour 1 BONES	Comm	8-9P	----1--	:30	1	\$535.00	P 1	0.00	NM	1	\$535.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1			\$535.00			0.00			
E 12	WFLX	09/20/12	09/23/12	Fri Hour 2 MOB DOCTOR	Comm	9-10P	----1--	:30	1	\$735.00	P 1	0.00	NM	1	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1			\$735.00			0.00			
E 13	WFLX	09/24/12	09/24/12	Mon Hour 1 BONES	Comm	8-9P	1-----	:30	1	\$1,835.00	P 1	0.00	NM	1	\$1,835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1			\$1,835.00			0.00			
E 14	WFLX	09/20/12	09/23/12	Thu Hour 2 GLEE	Comm	9-10P	---1---	:30	1	\$1,585.00	P 1	0.00	NM	1	\$1,585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1			\$1,585.00			0.00			
E 15	WFLX	09/20/12	09/23/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	---TFSS	:30	2	\$985.00	P 1	0.00	NM	2	\$1,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Order Sep 00:30:00

Advertiser House Majority PAC

Product HOUSE MAJORITY PAC

Estimate # 1804

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	09/20/12	09/23/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	---TFSS	:30	2	\$985.00	P 1	0.00	NM	2	\$1,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TFSS					2	\$985.00		0.00			
E 16	WFLX	09/24/12	09/24/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	1-----	:30	1	\$85.00	P 2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$85.00		0.00			
E 17	WFLX	09/24/12	09/24/12	RAYMOND RAYMOND	Comm	6-630P	1-----	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$115.00		0.00			
E 18	WFLX	09/24/12	09/24/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$985.00	P 1	0.00	NM	1	\$985.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----					1	\$985.00		0.00			
													Totals	29	\$11,855.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLX, West Palm Bch, FL	Date: 9.20
--	---

I, Laura Bassett
do hereby request station time concerning the following issue:

House Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 3em; font-family: cursive; margin-bottom: 10px;">AS ORDERED</div> <div style="font-size: 1.5em; font-family: cursive; color: blue;">WFLX #821831</div>					

Total Charges: 10076.75 net

This broadcast time will be used by: House Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

House Majority PAC
 1025 Thomas Jefferson St. NW
 Washington, DC 20007

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Shannon Roche
Deputy Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012 *[Signature]* (202) 350-5782
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] John Heisler GM
 Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 9/17/12

BUYER:	Laura Bassett
AGENCY:	Waterfront Strategies
ADDRESS:	1010 Wisconsin Avenue, Suite 800, Washington, DC 20007
PHONE #:	(202) 338-8700
FAX #:	(202) 338-2334
OTHER:	

AVAILS FOR

COMMITTEE:	House Majority PAC
CHAIRPERSON:	Shannon Roche - DEPUTY DIRECTOR
TREASURER:	Candace Bryan Abbey
ADDRESS:	700 13 th Street NW Suite 600 Washington DC 20005
PHONE #:	
FAX #:	
OTHER:	

FOR

ISSUE:	House Majority PAC
OFFICE:	
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	